



## Principal Stylist – Job Description

(Job Code and Level: EDESSTY004.2)

### **Definition:**

Styling is defined as: Development of the appearance, aesthetics and to some extent the ergonomics of motor vehicles and components. It is also involved in the creation of the product concept, the vehicle aesthetics value and will correspond to ergonomic functionality and utility features as well as incorporation of emerging vehicular gadgetry as defined by the research team.

### **Overall Purpose of the Role:**

The Stylist works independently in developing new designs for automotive products utilizing electronic tools. Create a design concept from sketch form to the final release of the model focussing on the combination of form and function, including overall vehicle package, looks for the exterior, interior and colour / trim look and feel of the vehicle. Decisions are made based on established standards and specifications.

### **Key Responsibilities:**

#### **Strategy and Development**

- Contribute to the creation and implementation of best practice Styling vision, strategy, policies, processes and procedures to aid and improve operational performance
- Ability to capture and specify the concept design requirements

#### **General and Task Management**

- Creates original innovative design solutions which can be visually represented via skilled sketching ability.
- Develop concept designs that deliver attribute targets and plans relating to vehicle structures and systems
- Ensure a holistic approach to the whole vehicle design that covers all of the vehicle attributes
- Work with Research teams and Function Groups to identify future technologies and apply appropriate technologies to future vehicle design
- Develop, maintain and apply component road maps

- Work with Project, Marketing and Function Groups to develop Project Specification Book content
- Lead design activities, ensuring cross functional system integration at vehicle level, ensuring attribute and project targets are reached
- Develop designs in line with Project Financial targets
- Develop designs in line with Project weight targets
- Identify opportunities to aggressively reduce weight on all projects including new and current technology and pursue these design solutions through to successful adoption
- Lead problem solving activities
- Stays current with design trends
- Understands program timelines and is proactive regarding task completion
- Ability to create and communicate new design ideas
- Contribute to continuous improvement activities
- Quality control of work by appropriate reviews
- Support and participate in process improvement activities
- Achieve goals within budget
- Plan projects or subtasks so they may be tracked and presented
- Undertake continuous training and development

#### **Financial Budget and Control**

- Hold responsibility for departmental budget
- Achieve goals within budget and within time deadlines

#### **People Management**

- Lead a group of Stylists and Modellers
- Manage contractors on site to ensure they meet legal and company requirements
- Be an effective team leader, working with Senior Management and colleagues to ensure smooth workflow with maximum output
- Provide leadership and guidance to a group
- Train both team and broader organisation members and provide guidance to several groups of the organisation.
- Support Line management to ensure adequate staffing levels, managing holiday allowances, recruitment, training, development, appraisal, attendance, disciplinary issues and daily supervision to maximise efficient productivity
- Motivate and coach the team to operational success
- Communicate KPIs from the strategic annual plan so that each employee is aware
- Consistently promote high standards through personal example and roll out through the team so that each member of the team understands the standards and behaviours expected of them

#### **Relationship Management**

- Liaise and communicate with other departments
- Lead technical and support commercial input into styling reviews

- Provide design direction and leadership for any related areas, resolving cross functional issues

### **Self Management**

- Comply with the Health, Safety and Environmental Policies
- Support encourages and develop team
- Proactively contribute to creating a good team atmosphere
- Anticipates and overcomes obstacles
- Makes useful links to arrive at insightful plans and solutions
- Embraces personal challenge
- Confident, rounded thinking
- Takes ownership for team cohesion
- Is self aware
- Is resilient, influential, optimistic and open to change
- Has an Adult:Adult, collaborative approach to others
- Excellent attention to detail skills

### **Skills and Attributes:**

- Self-supervising within the expectations of Senior Management with outcomes reviewed at Senior level
- Proficient knowledge and use of CAD, CATIA, ALIAS-Studio and other engineering drawing software's
- Demonstrated creative proficiency with supporting portfolio
- Proven track record of innovation
- Outstanding creativity, a feel for trends and a love of detail combined with well developed conceptual thinking.
- Strong understanding of form
- Good drawing and graphic skills
- Ability to create perspective sketches and renderings in scale and full size
- Demonstrated ability to work independently and with others
- Contributes to creative and aesthetic design solutions
- Familiarity with presentation and visualisation technologies
- Strong interpersonal skills to work effectively with others
- Good analytical skills with the ability to solve complex problems
- Ability to analyse and interpret complex technical data
- Excellent attention to detail
- Independent and goal orientated work attitude
- Good understanding of customer expectations and deliverables with an awareness of the impact of failure/cost of poor quality
- Highly skilled communicator with the ability to form and maintain good relationships internally and externally
- Strong interpersonal, negotiation and influencing skills
- Proven management skills with the ability to optimise team performance and development
- Commercial and financial acumen
- Results orientated and organised with the ability to plan and deliver against deadlines

- Project Management skills

### **Qualifications and Experience Levels:**

- Degree with specialisation in transport or industrial design. HND, BTec Professional Level 5 Award or equivalent NVQ Level 5 qualifications.
- Professional accreditation with an industry related body would be advantageous
- Knowledge of standard 2D and 3D computer programs
- Proficient in solid modelling and surfacing using 3D CAD systems
- Ability to support design decisions with appropriate hand calculations
- Ability to create full detailed design drawings in accordance with BS8888, including geometrical tolerance
- Good understanding of mechanical design requirements for typical automotive applications eg fastening systems, sealing solutions, manufacture techniques
- Understanding of Design Failure Mode and Effect Analysis (DFMEA) and risk assessment techniques in an automotive environment
- Pronounced aesthetic sensibility as well as technical awareness
- Previous professional experience in an automotive industry
- Ability to read technical drawings and interpret technical data
- Understanding of design, customer expectations and deliverables from a design perspective

### **Example roles this job description may cover:**

- Design Lead
- Industrial Design Lead